



P. SUNEEL LAKSHMAN
Managing Director

Bevcon Wayors is amongst India's leading providers of high-quality technologically advanced integrated bulk material handling and processing solutions. In an e-interview with Purchase, Mr. P. Suneel Lakshman, M.D. states that at Bevcon Wayors, being technologically savvy is key to sustaining and thrusting their business forward, and feels that doing business in Andhra Pradesh has many advantages due to large talent pools, world class airports, industrial infrastructure, good connectivity and the government's fiscal and policy incentives offered to Industry.

Bevcon Wayors Pvt. Ltd.



...The new state industrial policy offers the **BEST INCENTIVES and **INFRASTRUCTURAL** facilities to investors and new industries.**

Q & A **What are the specific advantages and challenges of doing business in Andhra Pradesh**
You see doing business in any state is determined by the availability of resources, incentives to business, prevalent physical and social infrastructure; and the policies pursued. It is no different with Andhra Pradesh. The specific advantages of doing business in Andhra Pradesh are that there is a large availability of talent pool. The fiscal and policy incentives offered to industry through Industrial

Investment Promotion Policy, 2010-2015 (IIPP) is also a big advantage to industries wanting to start or expand business in Andhra Pradesh. The state also has well-developed physical and industrial infrastructure with good virtual connectivity, constant power supply, world-class airport and sea-port and IT infrastructure. However, the uncertainty over the statehood issue and the concurrent log-jam has impacted the business in terms of loss of man-days and the trouble with accessing government services. But the most important challenge for an engineering/manufacturing company is that despite 17% growth target set in the IIPP policy of the government, there is no clear focus on achieving it and our industry is also impeded by lesser factor advantage in comparison to a pharmaceutical or an IT/ITES sector.



Q & A

Elaborate on your manufacturing location, plants, investments, technology and human resources

Bevcon Wayors is among India's leading providers of high-quality, technologically advanced integrated bulk material handling and processing solutions like Crushing, Screening, Conveying, Dust Extraction, Pneumatics and Special Conveying systems. Bevcon Wayors has five manufacturing units – two units in Uppal (RR Dist.), two units in Cherlapally (RR Dist.) and a unit in Chattisgarh. In addition to these manufacturing plants, we also have over two dozen project sites spread across India and abroad. In terms of investments, we have made conscious efforts to expand our existing infrastructure, diversify into spares and industrial doors businesses. At Bevcon Wayors, we have bet big on technology adoption and for us, being technologically savvy is key to sustaining and thrusting our business forward. For this reason, we are one of the few companies in our industry, and in our scale of operations, to be fully SAP integrated. Our project sites are remotely monitored from our manufacturing head-quarters. And technology for us also means constantly innovating newer and better bulk material handling solutions. This is why we have a fully established New Products Development division within the company headed by our Technical Director to improve and innovate our product offerings. All this is possible only with a good workforce. We have over 300 employees with nearly 76% of them being qualified engineers. We also have over 100 contracted workers.

Q & A

Elaborate on your products and their specific advantages

We are a bulk material handling and processing solutions provider which in effect means we operate in the core sectors of power, mining, steel and cement. In addition to these sectors, we also now offer solutions to agro & food processing industries, pharmaceutical companies and logistics industry (at ports).

Some of our innovative and important products are:

| Product | Description |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Aerobelt | A revolutionary conveying system that runs on air built in collaboration with Aerobelt Australia that consumes, applications across various industries |
| Bag Type Filter DE System | An innovative product that captures dust and prevents dust from leaking into atmosphere. |
| Flip-Flow Screen | A high capacity screen that reduces dust and screens materials continuously |
| Sizer | Built in collaboration with Rollier Spain and Noma Germany, our sizers are exported to Middle East and African countries |
| Tooth Double Roll Crusher | Developed by NPD dept. this model of crusher gives very fine product size distribution and produces very little dust |
| High Capacity Circular Motion Screen | An improvised and economical screening solution built specially for rugged operational conditions |
| Linear Motion Screen | A highly productive screen suitable for smaller plants and improves productivity developed by Bevcon Wayors. |



What according to you are 3 top opportunities offered by the state for attracting investments both domestic & foreign.

According to me, the biggest opportunity that Andhra Pradesh offers to attract investments is the IIPP industrial development policy, which many including me believe to be the best in the country. This offers a blueprint for the potential investor to gauge the way the investments will play out. When your policy is right, in this case I believe so, the investments come naturally. Secondly, the state's focus to develop mining and mineral sector will attract huge investment inflow from both domestic and foreign investors. And thirdly, the government's focus to develop infrastructure across state is going to attract massive investments in the sector.



Key drivers for industrial success in the state

Undoubtedly, the new state industrial policy in conjunction with IIPP which offers the best incentives and infrastructural facilities to investors and new industries. The Power tariff for industries in Andhra Pradesh is also the lowest in the country.

Another important driver for industrial success in the state is the inherent strengths of the state. We are among top 2 manufacturing states in the country that is helped by the single window clearance system, transparent procedures and friendly bureaucracy. The traditional quest for knowledge among the people here has also helped foster industrial growth.



Key strategic moves that has engineered the success of the company in the state

Bevcon Wayors is achieving a CAGR of 45% for the period 2006-2011 and to sustain the growth, expansion of capabilities, rational product mix and diversification of business is of our strategic importance. Bevcon Wayors pays particular importance to development of local suppliers and vendors (ancillarisation). In addition to manufacture of equipments at our manufacturing units, much of the components are sourced from local industries and our subsidiary firms – Spareng Inc. This has led to a good network of trusted vendors and development of local industry thereby earning us much goodwill of small-scale units. Hence importance has been placed on securing good global collaborations to diversify our product range and improve upon quality.

Additionally following business strategies have helped us grow in the state:

- Diversification through Collaborations:
- Diversification through Expansion:
- Diversification through In-House New Product Development

(NPD):



For Engineering Innovations outline your company's focus on R & D and Quality Assurances

At Bevcon Wayors we have an exclusive R&D division called New Products Development or NPD established in 2008 and is led by our Technical Director Mr. Y. Srinivas Reddy. The NPD dept. comprises of 10 employees including designers and engineers. The NPD department has been instrumental in following key contributions to company's performance:

- Development of Aerobelt in partnership with Aerobelt Australia to suit the Indian conditions
- Scaling of Screens from 50TPH to 2500TPH for power plants
- Development of indigenous Stacker and Reclaimer (supplied largest Stacker and Reclaimer to Tata Steel)
- Enhancements to Tooth Double Roll Crusher for fine product size distribution and minimum dust emission and automated operation.

Aerobelt, Flip-Flow Screen, Tooth Double Roll Crusher and Stacker & Reclaimers are revolutionary products that are changing the face of bulk material handling and processing industry and are currently contributing to about 14% of company's revenues.

At Bevcon Wayors, we see quality assurance as an important brand image enhancer for us and that is why we take pride in our ISO 9001:2008 certification.



Is the State Government policy incentives, infrastructure and climate, conducive to giving a big boost to industrial growth in the state

Like I mentioned earlier, the new state industrial policy in addition to the Industrial Investment Promotion Policy, with plans of investment of Rs. 75, 000 crores over next five years is a massive boost to the industrial growth in the state.



Green initiatives undertaking by your company to support the state government in attaining energy efficiency

At Bevcon Wayors, we consider ourselves to be a contributor to the state's all-round progress. Green initiatives at Bevcon Wayors are happening through small but significant changes to our operations. In operations, we are making conscious efforts over last two years to reduce power consumption and cut

down on our raw material consumption and improve upon our productivity. For instance, hydraulic trolleys are used to transport materials in shop floor since last year thereby reducing dependency on crane and thus saving on electricity and time. We are also in the process of implementing 5S shop floor management system to improve our energy efficiency. All our equipments are painted using eco-friendly paints. A campaign was run in the company to educate employees on saving electricity and a reward program has been setup to acknowledge the positive role employees play in reducing our power consumption.



Q & A

In your opinion, 3 key Sunrise Sectors in the state, that needs urgent support and attention for accelerated growth.

The focus of the state government should be on Engineering Sector, which has somehow lost out to the more glamorous IT and ITES sector. In addition to Engineering, the other two sectors that need attention are Mining and Minerals – there is lack of proper governing policy on mining sector – and renewable energy sector. While there is notable activity on the energy front, there is still much to be done in terms of harnessing the potential for renewable energy in the state and develop a blueprint for the growth of industries in the sector.

Q & A

Significant achievements in the company's history, since inception in the state.

Since our inception as a small startup company in 1991, we have come a long way to achieve a turnover of Rs. 151 cr. for the FY 2010-2011 with over 300 employees (76% engineers) and establish ourselves as a premium brand in bulk material handling industry in medium enterprise segment. Some of our key achievements include:

- We have been a profit making company since our inception and grown at CAGR rate of 45% since 2006.
- Diversification of our business with the establishment of group companies – Spareng Inc. in 1997 & Bevcon Zentry in 2004 – to cater to spares, warehouse handling and rapid door business.
- Only company in SME-ME segment in bulk material handling industry to have 12 active foreign collaborations for design, manufacture and sale of new generation equipments.
- We have developed a strong network of local suppliers and vendors to manufacture and supply equipments for our projects and thereby contributing to the growth of industry in A.P.
- Streamline backend process through SAP integration. Bevcon Wayors is one of the very few select engineering companies in SME-ME segment to have fully fledged SAP integration.
- Execution of large scale projects abroad (South-East Asia, Middle East and Africa) for prestigious names like TATA Steel, Malabar Oil, Vadvat, Ajmal Perfumes among others.
- India's first Aerobelt Conveyor installed at M/s. Silk road sugar for handling 260TPH Refined Sugar
- Introduced Sandwich Snake Belt Conveyor technology into Indian market in association with M/s. Dos Santos International, USA
- We also take pride in our in-house development of IT services and software for project planning, design, execution and monitoring

Q & A

Do you think 'Brand Andhra' needs a makeover to face the challenges of the future, and to contribute to the India Super power Story.

As of 2012, the Brand Andhra Pradesh has withstood the changing dynamics of the industry, policy and socio-economic conditions. However, going forward, I believe the Brand Andhra Pradesh needs more of rejuvenation than a makeover. This rejuvenation can happen in the form of robust policy implementation, quick settlement

